

FROM THE I. B. S. NEWSLETTER #50/51-1

IBS has a national advertising representative! For the first time since 1947 the stations in the System have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents IBS is:

Thomas F. Clark Co., Inc.
206-217 East 42nd St.
New York 17, N.Y.
Phone: Murray Hill 4-6317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1948 represented publishers as Mr. Clark Sr. was a former newspaper editor and publicist.

The founder's son, who is now President of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1950, anxious to build up the radio end of the business, which today includes representing approximately 20 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Eymann, who, just before Christmas, wrote nearly thirty representatives asking if they would be interested in IBS. During Christmas recess Eymann and Don Sohn of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Eymann and George Abraham, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IBS at once, and it is necessary that we set out IBS house in order at once, also. He will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please return at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 227A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire them at me right away and I'll try to answer them.

206 Sanders Ave.
Schenectady 2, N.Y.

David W. Borst
David W. Borst
Operations Manager

Jan. 27, 1951

CONFIDENTIAL-FOR STATION EXECUTIVES

INTERCOLLEGIATE BROADCASTING SYSTEM

SEMESTER QUESTIONNAIRE

- 1) Shown to the right is the address sticker in current use by us for your station. Is it correct? Note below any changes we should make. Can you add the name of a campus building used by your station, or a post office box number assigned to your station, or the postal zone number, which will give greater assurance that your station will get its mail? Note below:
- Daniel W. Hardy, Mgr.
W H R C, Union Hall
Haverford College
Haverford, Penna.
MM-3
- 2) It is our desire to mail complimentary copy of the IBS Bulletin to the faculty advisor(s) for your station, and also to the President of your institution, or the Dean having greatest interest in your station, whichever seems more appropriate. Given below are the names of those we have at present on these two mailing lists. Please indicate appropriate additions or changes.
- | <u>Faculty Advisor(s)</u> | <u>President or Dean</u> |
|---------------------------|--------------------------|
| Thomas A. Benham | |
- 3) Give below the broadcasting dates for your station for the Spring semester of 1951.
- 4) What is the total undergraduate enrollment of your institution? (If there are several branches physically separated, give the enrollment only for the branch you cover):
- 5) Break down the enrollment given above into men and women:
- | <u>Men</u> | <u>Women</u> |
|------------|--------------|
|------------|--------------|
- 6) How many of the enrolled students are resident upon the campus in buildings covered by your station, or which it is reasonable to expect the station will some day cover but does not now due to lack of funds or similar reason? (Do not include students who commute, or live in private rooming houses or other locations where it is not possible to install connections to your station).
- 7) How many students could listen to the station if they had radios in the places where they live? (This number cannot be greater than the number under question six. Also, this figure should not include any people other than students who may incidentally be able to receive your programs.)

- 8) In order to avoid excessive expense and intolerable delays in the solicitation of national advertising it is necessary that each station represented by IBS extend to IBS and its appointed representative a "Blanket Network Option" for the period of 6:00 PM to 12:00 midnight, Monday through Friday, during all the weeks that the station is broadcasting. This does not prohibit the sale of time during these periods to others, but means that if such time is sold by the station and it later on conflicts with a contract signed by IBS, that the spot sold by the station must be moved to allow the station to carry the announcement sold by IBS.

If your station agrees to the above "Blanket Network Option", indicate that here:

- 9) Indicate here any advertising which is not acceptable by your station, even though acceptable under the Business Code of IBS. (Hard liquor, gambling and horse racing betting and products claiming to cure are excluded by the Business Code.) (Other products sometimes unacceptable, though not ruled out by the Business Code, are beer and cigarettes)
- 10) Does your station now receive nightly telegrams of news from the New York Times?
- 11) Does your station now broadcast a weekly 15 minute world news broadcast compiled from an advance copy of Newsweek magazine and paid for by Newsweek?
DO YOU HAVE ANY OTHER NATIONALLY SPONSORED PROGRAMS?
- 12) Does your station now have a campus news broadcast? Describe:

Could you do a five minute campus news broadcast five nights a week?

- 13) Do you have any other programs which might be of interest to national sponsors? Describe, including format of program, and if possible, a sample broadcast recorded on disc or tape.
- 14) If possible, please send a disc or tape recording of one or several programs to give an idea of the kind of work being done on your station.
- 15) If possible, please send us photographs of your station in operation; these should include radio equipment and radio personnel operating it, in the same picture. These pictures should be 8 by 10 inch glossy photos, if possible, so they can be reproduced.

Return this questionnaire promptly. Do not hold it up for lack of recordings or photos; these can be sent later. It is imperative that we have the answers to the first 12 questions at once.

Station _____ College _____

Executed by _____ Position _____ Date _____